CLAIMS

I claim:

1. A method comprising:

providing a readable resource;

defining a human-readable resource designator that can be used to access information associated with the readable resource;

defining a computer-readable resource designator that can be used by a computer to automatically access said information; and

associating, on the readable resource, the human-readable resource designator and the computer-readable resource designator.

- 2. The method of claim 1, wherein said providing comprises providing one or more Web-accessible resources.
- 3. The method of claim 1, wherein said providing comprises providing one or more resources that are not Web-accessible.
- 4. The method of claim 1, wherein said defining of the human-readable resource comprises defining a URL.
- 5. The method of claim 1, wherein said associating comprises printing the designators on a paper.
- 6. The method of claim 1, wherein said associating comprises printing the designators on a Web page.

- 7. The method of claim 1, wherein said associating comprises placing the designators on a media other than printed paper.
- 8. The method of claim 1, wherein said defining a computer-readable resource designator comprises defining a designator that is not human-readable for purpose of accessing said information.
- 9. One or more computer-readable media having computer-readable instructions thereon which, when executed by one or more processors, cause the one or more processors to:

define a human-readable resource designator comprising a URL that can be used to access a Web page;

define a computer-readable resource designator associated with and corresponding to the URL that can be used by a computer to automatically access said Web page; and

associate the human-readable resource designator with the computerreadable resource designator in a manner such that if the Web page is printed, individual designators appear thereon.

- 10. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define different designators.
- 11. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define an integrated designator that includes both a human-readable portion and a computer-readable portion.

- 12. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define said computer-readable resource designator by defining said designator so that it is only readable by a computer to ascertain the URL, and is not readable a human to ascertain the URL.
- 13. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define said computer-readable resource designator by defining a plurality of scan lines.

14. A method comprising:

reading, with a computer, a computer-readable resource designator that can be used by a computer to automatically access information, said computer-readable resource designator being displayed on a readable resource and displayed in conjunction with a human-readable resource designator that can be read by a human and used to access said information;

processing the computer-readable resource designator to identify a designator that is associated with a network-accessible resource;

requesting a designated resource; and receiving the requested resource.

- 15. The method of claim 14, wherein said computer-readable resource designator is associated with a human-readable resource designator comprising a URL.
- 16. The method of claim 14, wherein said requesting comprises wirelessly requesting said designated resource.

- 17. The method of claim 14, wherein said requesting comprises requesting said designated resource over the Internet.
- 18. The method of claim 14, wherein said reading comprises reading a computer-readable resource designator that is embodied on a printed piece of paper.
- 19. The method of claim 14, wherein said reading comprises reading a computer-readable resource designator that is embodied on a printed Web page.
 - 20. A system comprising:
 - a readable resource;
 - a human-readable resource designator on the readable resource; and
 - a computer-readable resource designator on the readable resource;

the computer-readable resource designator being associated with and corresponding to the human-readable resource designator;

the computer-readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator.

- 21. The system of claim 20, wherein said computer-readable resource designator comprises a scannable designator.
- 22. The system of claim 20, wherein said computer-readable resource designator comprises plural scan lines.

- 23. The system of claim 20, wherein said computer-readable resource designator comprises a bar code.
- 24. The system of claim 20, wherein said human-readable resource designator comprises a URL.
- 25. The system of claim 20, wherein said readable resource comprises a printed piece of paper.
- 26. The system of claim 20, wherein said readable resource comprises a printed Web page.
- 27. The system of claim 20, wherein said readable resource comprises a media other than paper.
- 28. The system of claim 20, wherein said computer-readable resource designator and said human-readable resource designator are integrated.
- 29. The system of claim 20, wherein said computer-readable resource designator and said human-readable resource designator are integrated and appear on a common portion of the readable resource.
 - 30. A system comprising:
 - at least one human-readable resource designator; and
- at least one computer-readable resource designator associated with and corresponding to said one human-readable resource designator, the computer-

readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator.

- 31. The system of claim 30, wherein said at least one computer-readable resource designator comprises a scannable designator.
- 32. The system of claim 30, wherein said at least one computer-readable resource designator comprises plural scan lines.
- 33. The system of claim 30, wherein said at least one computer-readable resource designator comprises a bar code.
- 34. The system of claim 30, wherein said at least one human-readable resource designator comprises a URL.

35. A system comprising:

one or more readable resources each of which comprising a humanreadable resource designator and a computer-readable resource designator associated with and corresponding to the human-readable resource designator;

the computer-readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator;

one or more servers configured to receive requests for resources associated with both the human-readable resource designator and the computer-

readable resource designator, and return requested resources to one or more computing devices; and

a data store for holding resources that can be requested by one or more computing devices.

- 36. The system of claim 35, wherein the human-readable resource designator comprises a URL.
- 37. The system of claim 35, wherein the readable resource comprises a printed piece of paper.
- 38. The system of claim 35, wherein the readable resource comprises a printed Web page.
- 39. The system of claim 35, wherein the readable resource comprises a media other than paper.
- 40. The system of claim 35 further comprising one or more computing devices configured to read computer-readable resource designators and request resources associated with individual computer-readable resource designators.